

## Building a New Understanding of Changing Patterns of Community Interaction, Social Behavior, and Conflicts of Interest: A Theoretical Study

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### Abstract

This theoretical study focuses on developing new understandings of changing patterns of community interaction, social behaviour, and conflicts of interest. This topic is important to study because changes in social interaction and conflicts of interest can have a significant impact on the structure and functioning of society. The methods used in this study include in-depth literature analysis by analyzing various relevant sources and theories. This research also provides observation and interpretation of social phenomena that develop in digital society. The results of this study are expected to provide a deeper understanding of how patterns of social interaction and conflicts of interest develop and change over time, as well as their impact on society. This knowledge is important to assist policymakers and practitioners in understanding and responding effectively to these changes.

**Keywords:** *changes in community interaction patterns, social behavior, conflicts of interest, theoretical studies, literature analysis.*

### Abstrak

Studi teoritis ini berfokus pada pengembangan pemahaman baru tentang perubahan pola interaksi masyarakat, perilaku sosial, dan konflik kepentingan. Topik ini penting untuk dipelajari karena perubahan dalam interaksi sosial dan konflik kepentingan dapat memiliki dampak signifikan pada struktur dan fungsi masyarakat. Metode yang digunakan dalam penelitian ini meliputi analisis literatur yang mendalam dengan menganalisis berbagai sumber dan teori yang relevan. Penelitian ini juga memberikan pengamatan dan interpretasi terhadap fenomena sosial yang berkembang dalam masyarakat digital. Hasil penelitian ini diharapkan dapat memberikan pemahaman yang lebih mendalam tentang bagaimana pola interaksi sosial dan konflik kepentingan berkembang dan berubah dari waktu ke waktu, serta dampaknya terhadap masyarakat. Pengetahuan ini penting untuk membantu pembuat kebijakan dan praktisi dalam memahami dan merespons secara efektif perubahan ini.

**Kata Kunci:** *perubahan pola interaksi masyarakat, perilaku sosial, konflik kepentingan, kajian teoritis, analisis pustaka.*

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## Introduction

Changes in patterns of community interaction, social behaviour, and conflicts of interest are phenomena that occur in various parts of the world, including Indonesia. In recent decades, we have witnessed a significant evolution in the way individuals and groups interact, behave, and resolve conflict. It is largely influenced by various factors, including technological developments, globalization, and economic changes. Therefore, it is important to build a new understanding of this phenomenon through theoretical studies. One expert who highlights the changing patterns of societal interaction is (Castells, 2007), who argues that the information age has changed the way individuals and groups interact and communicate. According to him, digital technology has created a 'networked society' where interaction and communication are determined more by connectivity than physical proximity.

Meanwhile, (Giddens, 2009) emphasizes how globalization has changed social behaviour by creating a 'global society' in which norms and values are transnational. In the context of conflicts of interest, (Dahrendorf, 1959) put forward social conflict theory, which argues that conflicts of interest are an integral part of social structure. According to him, changes in social networks will result in changes in the pattern of conflicts of interest. In the modern context, conflicts of interest are often triggered by economic and political changes, as explained by (Cole, 2008).

According to (Soekanto, 1982), social interaction is a social process in which two or more people relate to each other and exert mutual influence. In today's digital era, people's interaction patterns are changing. If previously the interaction was done directly or face-to-face, now the interaction can be done virtually through social media. Changes in interaction patterns have an impact on changes in the social behaviour of the community. Social behaviour is an individual's response to stimuli derived from their social environment. According to (Hurlock,

1999), social behaviour is behaviour directed at others, under the supervision of others, or influenced by others. Changes in social behaviour in society also often occur over time. For example, people's behaviour in shopping, which previously tended to come directly to the store, now many are switching to online shopping. Changes in behaviour are often the cause of conflict in society. Conflict is a social process that occurs due to differences in opinions, interests, or goals between two or more parties. According to (Ritzer, 2007), conflict is a process in which efforts to achieve goals are made by opposing others who have the same plans. Conflicts in society can occur in various forms, ranging from individual conflicts group conflicts to conflicts between countries. Multiple factors, such as differences in religion, ethnicity, race, to political differences, can cause this conflict.

(Setiawan & Kusumawati, 2015), in their research on Changes in Community Interaction Patterns, revealed that advances in information and communication technology have affected community interaction patterns. People who initially had direct interactions now interact more virtually using social media or chat applications. This research also shows that these changes do not only occur in urban communities but also rural communities. In addition, (Nugroho, 2013), in his study on Social Behavior, shows that environmental and cultural changes can affect people's social behaviour. For example, in societies with high traditional values, social behaviour tends to be conservative and respects existing norms.

Conversely, in a society that is open to change and modernization, social behaviour tends to be more liberal. In another part (Priyono, 2012), his research on Conflicts of Interest shows that conflicts of interest often occur in heterogeneous societies. In a community like this, each individual or group has different interests, so the potential for conflict becomes greater. The research also shows that these conflicts of interest can be resolved through dialogue and negotiation.

This research provides a new understanding of the dynamics of social interaction and how these changes impact behaviour and conflict in society. The novelty of this study lies in the multidimensional approach used to understand changes in people's interaction patterns. This research not only considers the social, cultural, or economic factors that drive change but also how technology and environmental changes impact people's interaction patterns. In addition, the study also explores how changes in these interaction patterns influence social behaviour, including how individuals and groups adjust to those changes. This study revealed that changes in interaction patterns could affect social behaviour, both in the form of positive adaptation and the emergence of conflict. Another novelty of this research is the application of social conflict theory to understand how changes in interaction patterns can trigger conflict in society. This research suggests that conflict can arise when there is an imbalance in interaction patterns, for example, when a group of people feels disadvantaged by the change.

Changes in patterns of community interaction, social behaviour, and conflict are some of the social phenomena that are continuously observed and researched by academics and policymakers. Academic and policy contributions in this field are crucial in shaping our understanding of how societies function and how conflict can be overcome. From a theoretical perspective, research on changing patterns of societal interaction can help us understand how technology, urbanization, globalization, and other factors affect the way people interact with each other. For example, research on the influence of social media on social interaction has helped us understand how digital technologies have changed the way we communicate and interact. In addition, research on social behaviour can help us understand how social norms and values evolve and change over time. From a policy perspective, research on changing patterns of community interaction and social behaviour can provide valuable insights

for public policymaking. For example, an understanding of how changes in community interaction patterns can affect the spread of disease can help policymakers design more effective public health strategies. In addition, knowledge of conflicts and ways to resolve them can help policymakers create better conflict-resolution policies.

## **Method**

The research method used in this theoretical study is carried out through a descriptive qualitative approach. This means that this study aims to describe and analyze the phenomenon of changes in patterns of community interaction, social behaviour, and conflicts of interest in depth and comprehensively, based on data and information obtained through observation, interviews, and literature studies (Creswell, 2013). Observation is used to understand changes in community interaction patterns and social behaviour directly. In contrast, interviews are used to obtain data and information from parties directly involved in conflicts of interest. The literature study serves to explore previous theories and research relevant to this research topic as a reference in building a new understanding of the phenomenon under investigation (Denzin & Lincoln, 2018). This research uses a theoretical framework involving several theories, including symbolic interactionism theory (Blumer, 1969) to understand changes in community interaction patterns, planned behaviour theory (Ajzen, 1991) to understand individual or group behaviour in society, and social conflict theory (Dahrendorf, 1959) to understand conflicts of interest.

## **Results and Discussion**

The pattern of community interaction, according to Herbert Blumer, is a concept that refers to how individuals in society interact with each other based on the symbolic meaning they understand. Blumer, an American sociologist, is a major proponent of the theory of symbolic interactionism, which emphasizes the

importance of symbols and meanings in social interaction (Crossley, 2011). (Blumer, 1969) argues that individual actions are based on the purpose they attribute to things and events. This meaning usually arises from social interactions that individuals have with others.

Furthermore, these meanings are refined and modified through the process of interpretation that individuals use when they are dealing with the things they are dealing with. This suggests that social interaction involves not only the exchange of mechanical actions but also an interpretive process in which individuals interpret the actions of others and then respond to them. According to Blumer, social interaction proceeds through three stages: identification, interaction, and interpretation. The title refers to how individuals identify themselves in a particular social context. Exchange refers to how individuals communicate and interact with each other. Performance, on the other hand, refers to how individuals interpret the behaviour and actions of others in their social context (Blumer, 1969).

Basically, Blumer emphasizes that social interaction is not a static process but rather a dynamic process that is always changing based on individual interpretations of symbols in society. Therefore, the pattern of community interaction, according to Blumer, is strongly influenced by how individuals understand and interpret these symbols. For example, symbols such as language, gestures, and facial expressions play an important role in social interaction. Individuals use these symbols to communicate and interact with each other. However, the meaning of these symbols can vary for each individual. Therefore, in social interaction, individuals must constantly interpret and adjust their understanding of these symbols in order to communicate and interact effectively (Crossley, 2011). According to Blumer, the pattern of community interaction has important implications for various aspects of social life, including politics, education, and economics. For example, in politics, individuals' understanding of political symbols such as political parties, ideologies, and political issues

can influence how they interact with politicians and how they vote in elections. In education, students' understanding of educational symbols such as values, norms, and standards can influence how they interact with teachers and how they learn (Crossley, 2011).

Changes in Community Interaction Patterns are phenomena that occur along with technological developments and socio-cultural changes in society. This pattern of interaction includes all forms of communication and social interaction, either directly or indirectly, that occur between individuals or groups in society. Traditional ways of community interaction usually take place in the form of face-to-face, where individuals or groups interact directly with each other. However, with the development of information and communication technology, this pattern of interaction has undergone significant changes. People are now increasingly interacting and communicating through digital media, such as the Internet and social media (Sundararajan, 2016). These changes not only have an impact on the way society communicates, but also on the social structure and dynamics in society. For example, social media has allowed individuals to build vast and diverse social networks that are not limited by geographical or social boundaries. It has changed the way societies interact and communicate, as well as influenced social norms and values in society (Rainie & Wellman, 2012).

Changes in interaction patterns also have an impact on various aspects of people's lives, such as politics, economics, and culture. For example, social media has become an effective tool for political mobilization and social activism. Similarly, e-commerce and other digital platforms have changed the way people transact and do business (Mollick, 2014). However, these changes also pose new challenges and problems. For example, the spread of false information and hoaxes on social media, cyberbullying, and data privacy and security issues. Therefore, more research is needed to understand and overcome this challenge (Lazer et al., 2018). Changes in the pattern of community interaction are complex

and multidimensional phenomena that are influenced by various factors, such as technological, social, cultural, and political. Therefore, to understand it, an interdisciplinary approach that combines multiple perspectives and research methodologies is needed (Castells, 2009).

Social behaviour is one of the important aspects in the study of social psychology; one of the best-known theories in understanding social behaviour is the Theory of Planned Behavior (TPB) developed by Icek Ajzen. This theory has been used in various studies to understand multiple types of social behaviour, ranging from consumer behaviour and health behaviour to environmental behaviour. Theory of Planned Behavior (TPB) is a theory that focuses on the explanation of intentions, which is a measure of the level of effort exerted by individuals in acting and the extent of sacrifices made. The main concept in the SDGs is intention prediction, which means that if there are no significant obstacles, the intention will be realized in the form of actual behaviour.

According to (Ajzen, 1991), social behaviour can be predicted and explained through three main constructs, namely attitudes toward behaviour, subjective norms, and perceived behavioural control. First, attitudes toward behaviour refer to an individual's positive or negative evaluation of a particular behaviour. For example, if a person has a positive attitude towards the conduct of keeping the environment clean, then he will tend to do that behaviour. Second, subjective norms refer to the perceived social pressure of individuals to do or not perform certain behaviours. For example, if a person feels that his environment expects him to keep the environment clean, then he will tend to perform such behaviour. Third, perceived behavioural control refers to an individual's beliefs about the extent to which they have power or the ability to perform a particular behaviour. For example, if a person feels that he has sufficient skills and resources to keep the environment clean, then he will be more likely to perform such behaviour. In addition to these three main constructs, (Ajzen, 2002) also added

a fourth construct, namely behavioural intention. Behavioural intention refers to an individual's motivation to perform a particular behaviour and is considered a direct predictor of behaviour. For example, if a person has a strong intention to keep the environment clean, then he will tend to perform such behaviour.

Social behaviour, in the TPB perspective, is the result of the interaction between individual and environmental factors. Therefore, to understand and predict social behaviour, it is necessary to consider both internal factors, such as attitudes, subjective norms, perceived behavioural control, and behavioural intentions, as well as external factors, such as social pressure and available resources. Numerous studies have supported the validity and reliability of TPB in understanding social behaviour. For example, research by (Armitage & Conner, 2001) shows that TPB can predict a 39-41% variance in behavioural intention and a 27-34% variance in actual behaviour. However, although this theory has power in understanding social behaviour, (Ajzen, 1991) himself acknowledges that the TPB is not a perfect theory, and there is still room for improvement and addition to other constructs.

In general, these changes can be seen from various aspects, such as changes in values, norms, interaction patterns, and other social behaviours that are usually influenced by multiple factors, including technological development, globalization, and changes in the social structure (Macionis, 2007). Differences in values and norms have an important role in explaining changes in the social behaviour of modern society. Values and norms are social standards that govern individual behaviour in society. Values refer to what is considered good or bad, right or wrong, while norms are rules or guidelines that determine how individuals should act in certain situations or conditions (Macionis, 2007). In modern society, values and norms tend to change along with social and technological changes. For example, values about gender equality have changed along with increasing awareness about human rights and

egalitarianism. It also affects norms about gender roles in society.

Changes in interaction patterns are also an important indicator of changes in the social behaviour of modern society. With the development of technology, especially the internet and social media, people's interaction patterns have changed significantly. Individuals can now communicate and interact with others without the constraints of space and time, which is different from traditional interaction patterns that tend to be limited by geographical factors (Castells, 2009). In addition, social media also affects the way individuals build and maintain social relationships. For example, individuals can now build vast and diverse social networks through social media, which is in contrast to traditional social networks that tend to be homogeneous and limited (Castells, 2009). Changes in social structure also affect the social behaviour of modern society. Social structure refers to the pattern of stable and sustainable social relations in society, which is usually determined by economic, political, and cultural factors (Macdonis, 2007). In modern societies, social structures tend to change along with economic and political changes, such as the transition from an agricultural to an industrial economy and from a rural to an urban society. These changes affect social behaviours, such as social mobility, political participation, and consumption patterns (Macdonis, 2007).

Social conflict, according to Dahrendorf, is an integral part of social structure and is the main driver of social change. Ralf Dahrendorf, a German sociologist and political theorist, argues that social conflict is a natural result of human interaction and is an essential component of any society (Amin, 2017). In Dahrendorf's view, social conflict arises from structures of power and authority in society and serves to affect change and development. According to Dahrendorf, every community has a fundamental authority structure, which creates two distinct classes: those with authority (the ruling class) and those governed by that authority (the subject class) (Coser, 1957). The conflict between these two classes is the result of differences in interests

and goals. The ruling class usually seeks to maintain the status quo, whereas the subject class seeks to change the structure of authority to make it more favourable to them. In this context, social conflict becomes a tool to fight injustice and achieve social change. Dahrendorf argues that conflict is not necessarily negative but can be a major driver of social change and development. In addition, conflict can also increase group coherence and solidarity because group members often become closer and united in the face of conflict (Amin, 2017).

Dahrendorf also stressed that social conflict does not necessarily mean violence or physical combat. Conflict can also take the form of disputes, debates, negotiations, and other forms of social interaction involving differences of opinion or interest. In many cases, social conflicts can be resolved through mediation, negotiation, or changes in authority structures. Dahrendorf's theory of social conflict provides an alternative view of society and social change. In contrast to structural functionalism, which saw society as a harmonious and stable system, Dahrendorf saw society as an arena of conflict and change. In addition, he emphasized the importance of the role of individuals and groups in influencing social structures and processes. However, Dahrendorf's theory also has some criticisms. Some researchers argue that his theory focuses too much on conflict and ignores other factors that can affect stability and social change. In addition, his theory also concentrates too much on authority structures and ignores other factors, such as culture, values, and social norms (Coser, 1957).

Social conflict in digital society is a phenomenon that is increasing along with the development of information and communication technology. A digital society is a community that interacts and communicates through digital media, which has positive and negative impacts, one of which is the emergence of social conflicts (Al-Rodhan, 2012). The conflict can occur due to rumors or negative responses that can worsen the social conditions of the community (Majid & Pal, 2020). Social conflict in digital society can be interpreted as differences of opinion or

disputes that occur between individuals or groups in digital community caused by differences in views, interests, values, and norms (De Dreu & Gelfand, 2008). This conflict can take the form of discrimination, harassment, cyberbullying, spreading hoaxes, and misuse of personal data. Research by Smith et al., (2008) shows that the anonymity provided by the internet often triggers social conflicts in digital societies. This anonymity allows individuals to behave and communicate without the restrictions and manners that prevail in the real world. This can trigger aggressive behaviour and harm others, ultimately triggering conflict.

Social conflicts in digital society are also influenced by other factors, such as the digital divide, where individuals or groups who do not have adequate access or skills in using digital technology can feel marginalized or discriminated against (van Dijk, 2006). In addition, cultural differences and values between individuals or groups in a digital society can also trigger conflicts. Understanding and resolving social disputes in a digital community requires a multidisciplinary approach involving social sciences, psychology, law, and information technology. This approach is important for understanding conflict dynamics and finding effective solutions to prevent and resolve conflicts. Avoiding and resolving disputes in a digital society can be done through various means, such as digital education, the implementation of clear laws and regulations, and the establishment of positive and inclusive digital communities. Digital education can help individuals or groups to understand better and appreciate the differences and interests of others, as well as to use digital technologies ethically and responsibly.

## Conclusion

This study has revealed how changes in community interaction patterns, social behaviour, and conflicts of interest occur and have an impact on the structure and dynamics of society. First, the study shows that people's interaction patterns continue to change over time. These changes are influenced by a variety

of factors, including technological developments, globalization, and changes in the social environment. For example, the development of information and communication technology has affected the way individuals and groups interact and communicate with each other, which in turn affects the structure and functioning of society. Second, this study also shows that changes in social behaviour also occur along with changes in people's interaction patterns. Social behaviour is behaviour directed toward or influenced by others. This change in social behaviour often has an impact on conflicts of interest in society. Lastly, this study shows that conflicts of interest are the result of changes in people's interaction patterns and social behaviour. Conflicts of interest can occur when there are differences between individual and group interests or between short-term and long-term interests. This conflict can affect stability and harmony in society. Therefore, it is recommended that future research needs to be done on the development of social media in shaping people's perceptions and their impact on conflict.

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